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Message Text

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47
ACTION EB-11

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E. O. 11652: N/ A
TAGS: ETRD UR (LOEWY, RAYMOND)
SUBJ: LOEWY INDUSTRIAL DESIGN PROPOSAL

REF: STATE 29472

1. INDISTRIAL DESIGNER RAYMOND LOEWY HAS INFORMED US THAT DURING VISIT TO MOSCOW LAST WEEK HE REACHED VERBAL UNDERSTANDING WITH DEPUTY FOREIGN TRADE MINISTER N. N. SMEL' YAKOV ON TWO- YEAR INDUSTRIAL DESIGN AGREEMENT. SMEL' YAKOV (WHO IS RESPONSIBLE FOR EXPORT OF MACHINERY AND EQUIPMENT) INDICATED FOREIGN TRADE MINISTRY IS PREPARED TO ENTER INTO COLLABORATION WITH LOEWY IN SPHERE OF INDUSTRIAL DESIGN OF CERTAIN SOVIET PRODUCTS CONSIDERED PROMISING FOR EXPORT TO THE WEST, AND TO US IN PARTICULAR. DESIGN WORK WOULD BE CARRIED OUT WITH ALL- UNION SCIENTIFIC RESEARCH INSTITUTE OF TECHNICAL ESTHETICS (INDUSTRIAL DESIGN) OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY. UNDER AGREEMENT, LOEWY WOULD ALSO BECOME INVOLVED IN STUDIES OF CONSUMER REQUIRMENTS FOR SOVIET MANUFACTURED GOODS IN US.

2. FOLLOWING IS LIST OF SOVIET PRODUCTS ON WHICH COLLABORATION WOULD BE CARRIED OUT:

A. BY RAYMOND LOEWY/ WILLIAM SNAITH, INC, (NEW YORK)
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- SEAGOING HYDROFOIL VESSELS

- HYDROFOIL SPEEDBOATS
- HOCKEY ITEMS AND SKATES
- WINE AND VODKA CONTAINERS
- DIESEL LOCOMOTIVES

B. BY LOEWY' S COMPANIE DE L' ESTHETIQUE INDUSTRIELLE (PARIS)

- MOSKVICH- TYPE AUTOMOBILE
MOTORCYCLES (LIGHT AND HEAVY)
- CANNED FOODS
- MEDICAL EQUIPMENT
1 WATCHES (DIGITAL AND QUARTZ)

3. LOEWY STATED THAT HIS PROPOSAL FOR INTERIOR DESIGN OF SOVIET SST TU-144, IN WHICH USSR HAD ORIGINALLY BEEN INTERESTED, HAS NOW APPARENTLY BEEN DROPPED AS RESULT OF WISH EXPRESSED BY TUPOLEV PRIOR TO HIS DEATH THAT TU-144 BE TOTALLY SOVIET IN DESIGN, INTERIOR INCLUDED.

4. COMMENT: SOVIET INTEREST IN INDUSTRIAL DESIGN AGREEMENT WITH LOEWY APPEARS CLEAR INDICATION OF MOSCOW ' S RESOLVE TO MOVE AHEAD WITH DEVELOPMENT OF EXPORT INDUSTRY FOR AT LEAST SELECTED LIST OF MANUFACTURED GOODS JUDGED TO HAVE GOOD POTENTIAL FOR HARD CURRENCY EARNINGS. IN RELATED COMMENT, ANOTHER US BUSINESSMAN VISITING MOSCOW LAST WEEK STATED OFFICIAL OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY INFORMED HIS THAT ONCE MFN IS PASSED USSR PLANS TO EMBARK ON CRASH PROJECT TO DEVELOP EXPORT INDUSTRY AIMED AT US MARKED WITHIN ONE YEAR' S TIME.
DUBS

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